CLAIMS

I CLAIM:

1. A computer implemented method for anonymous profiling of, and marketing to, anonymous users comprising the acts of:

    a) providing a mechanism for a user to log into a closed network or system where the user's identity is not known and where such user is identified by a unique identifier;

    b) monitoring said user's activity and responses in the closed network or system, by tracking the unique identifier;

    c) generating or maintaining a profile related to the unique identifier based on said user's activity and responses in the closed network or system; and

    d) employing said profile to market products, services or information to the user; wherein the user's identity is never revealed to a part of the closed network or system that generates, maintains and employs the profile, and wherein identity-revealing transactions involving said products, services or information can occur only outside said closed network or system.

2. A method as defined in claim 1 where said identity-revealing transactions are enabled through a mechanism of representational or tokenized value that can traverse the boundaries of said closed network or system.

3. A method as defined in claim 1 where said profile was based on the user's responses to a PTT.

4. A method as defined in claim 3 where said PTT is accessed by a user via the Internet or a data network.

5. A method as defined in claim 4 where said access is anonymously via a pseudonym.

6. A method as defined in claim 1, further comprising an act of storing target information in a database, wherein a target information file contains a classification compatible with the set of classifications defined for a user profile.

7. A method as defined in claim 6, further comprising the act of matching user to target information by using said generated or maintained profile for the user and the classification of the stored target information.

8. A computer program product recorded in a computer-readable media for anonymous profiling of, and marketing to anonymous users comprising:

    a) a first program code mechanism configured to permit a computer user to log into a closed network or system where the user's identity is not disclosed and where such user is identified by a unique identifier;

    b) a second program code mechanism, electronically coupled to the first program code mechanism, configured to monitor the user's activity and responses in the system by use of the unique identifier;

    c) a third program code mechanism, coupled to the second program code mechanism, configured to generate or maintain a profile for the user based upon the user's activity and responses in the system; and

    d) a fourth program code mechanism, coupled to the third program code mechanism, configured to match one or more attributes of the profile with classification data related to data for products, services and information, whereby relevant products, services and information data can be displayed to the user, and whereby the user's identity is not revealed to any part of the system that generates, maintains or uses the profile.

9. A computer program product as defined in claim 8, wherein the third program code mechanism is configured such that the profile is based on a PTT.

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10. A computer program product as defined in claim 9, wherein the third program code mechanism is configured such that said PTT is accessed by a user via the Internet or a data network.

11. A computer program product as defined in claim 10, wherein said access is anonymously via a pseudonym.

12. A system for matching anonymous users with information, comprising:

a) a central processing unit that can establish communication with a user computer;

b) a storage device electronically coupled to the central processing unit;

c) the central processing unit configured to permit a person at the user computer to log into the system where the person's identity is not known and where such person is identified by a unique identifier;

d) the central processing unit further configured to monitor the person's activity and responses in the system by tracking the unique identifier;

e) the central processing unit further configured to generate or maintain a profile based on the person's activity and responses in the system; and

f) the central processing unit further configured to match one or more attributes of the profile with classification data related to data for products, services and information, whereby relevant products, services and information data can be displayed to the person, and whereby the person's identity is not revealed to any part of the system that generates, maintains or uses the profile.

13. A system as defined in claim 12 implemented in a distributed data network.

14. A computer implemented method for anonymous profiling of, and marketing to, anonymous users comprising the acts of:

a) providing a mechanism for a user to log into a closed network or system where the user's identity is not known and where such user is identified by a unique identifier;

b) monitoring said user's activity and responses in the closed network or system, by tracking the unique identifier;

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c) generating or maintaining a profile related to the unique identifier based on said user's activity and responses in the closed network or system, wherein the profile is based on the user's responses to a PTT; and

d) employing said profile to market products, services or information to the user, wherein one or more attributes in the profile are matched to one or more classifications in the files containing products, services and information data;

wherein the user's identity is never revealed to any part of the closed network or system that generates, maintains and employs the profile, and wherein identity-revealing transactions involving said products, services or information can occur only outside said closed network or system.

15. A method as defined in claim 14 wherein said transactions are enabled through a mechanism of representational or tokenized value that can traverse the boundaries of said closed network or system..